

CEA Applauds Introduction of Broadband Legislation by Senator Ensign;
Broadband Consumer Choice Act of 2005 Will Benefit Consumers, Spur
Development of New Services and Innovative Products

ARLINGTON, Va. --(Business Wire)-- July 27, 2005 -- The following statement was issued today by Consumer Electronics Association (CEA) President and CEO Gary Shapiro regarding the Broadband Consumer Choice Act of 2005, introduced today by Senator John Ensign (R-NV):

"CEA commends Senator Ensign for introducing the Broadband Consumer Choice Act of 2005. This bill stands as pro-technology legislation that will advance the deployment of innovative broadband communications services.

"This comprehensive legislation will remove regulatory barriers and encourage investment in new communication and IP-enabled services. We strongly believe that a free-market approach will spur a revolution of new and competitive voice, data and video services.

"Under this bill, society will benefit from more competition and real choices in broadband. CEA believes that with intense competition and standard interfaces consumers will see new services and devices similar to when manufacturers were freed to offer choices from the standard black rotary telephone.

"To maintain U.S. competitiveness worldwide, our telecommunication laws must encourage investment and innovation. This legislation provides the framework for the United States to continue its leadership as home to the principal innovators of cutting-edge technologies while promoting U.S. economic growth. We look forward to working closely with the full Senate as this legislation moves forward."